PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: James Taylor **DATE:** July 6, 1993

FROM: Karen Eisen, Natalie Ellis

SUBJECT: Oxford Triads

A total of 12 triads have been scheduled for Tuesday July 6 and Wednesday July 7 in Englewood NJ. The facility address is:

The Focus Room
285 Grand Avenue
#5 Patriot Center
Englewood, NJ 07631
(201) 569-1919

The schedule of triads is as follows:

Tuesday July 7		Wednesday July 8	
4:15	Females ages 18-24	4:15	Females ages 18-24
5:00	Females ages 25-34	5:00	Females ages 25-34
5:45	Females ages 35-49	5:45	Females ages 35-49
6:30	Males ages 18-24	6:30	Males ages 18-24
7:15	Males ages 25-34	7:15	Males ages 25-34
8:00	Males ages 35-49	8:00	Males ages 35-49

All respondents will be smokers who occasionally purchase discount cigarettes or who buy a brand other than their own if they have a coupon or can get a special deal. The sample will be 3/4 kings smokers and 1/4 100's smokers.

Directions from Manhattan:
Take the **George Washington Bridge**. Follow signs for **Route 4 exit.** Stay on Route 4 for about 1 and 1/2 miles to **Grand Avenue Exit - Englewood** (First Grand Ave Exit not the one for Leonia.) Stay to the right on Grand Avenue. Go 2 1/2 blocks to **Patriot Center** on right (a small cluster of colonial style buildings.) Drive up the driveway and turn right. The Focus Room is in a building on the left . You will see a sign for the Focus Room.

cc: D. Beran
E. Gee
N. Lund
M. Salzman

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Source: https://www.industrydocuments.ucsf.edu/docs/qtlj0004